

# The Recession- Proof Growth Playbook

A Guide to Smashing Your  
Revenue Targets in Any Market

 conversica





Stagflation. Slowed growth. Recession. Ok, not a RECESSION, maybe just a baby downturn. Just kidding, everything's fine.

The conversation about the US economy is all over the place—and the uncertainty is giving revenue teams a massive headache. If you're in Marketing, Sales, or Customer Success, you've probably been living the reality for a few months now. Your discretionary spending is being cut and so is your customers', headcount is frozen or even rightsized, pipeline is down, sales cycles are elongating, and everyone's freaking out about increased churn on the horizon.

Here's an idea: **buck the market.**

All the think pieces and trend predictions in the world won't help you hit your numbers. It's time for some action. If you prepare your team now, you can still achieve growth regardless of the ups and downs.

These are our tips to help you win in any economic conditions.

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# Do More With Less

It's not just your buyers cutting budgets. We're willing to bet your team is being asked to pause or reduce spend, too.

But even as budgets change, you still have to deliver on your quarterly goals. You need to make the most of your existing resources—whether they're stagnant or shrinking.

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## Prioritize tech that directly generates revenue

Be smart about what tools you're investing in. **The key is revenue generation:** Prioritize tech directly tied to converting leads into sales and growing your existing customers. If you want to grow revenue in a downturn (and who doesn't?), you'll need resources to help you uncover and make the most of every opportunity.

### HOT TIP

*You've probably got a huge amount of time and money invested in your existing database. What can you do to engage, nurture, and CONVERT more of that lead stock? Deploying a Conversica AI Assistant to focus on converting your leads can TRIPLE the ROI on your total demand gen budget for the same monthly spend.*

2

## Re-tool your workforce model to make the most of limited resources

We've all seen the spiral before—companies start slashing budgets and revenue teams lose resources. Opportunities get missed, and suddenly the team is underperforming, leading to missed revenue targets and another round of budget cuts. It's a vicious cycle. To keep your revenue engine firing on all cylinders, at all times, you need to automate what you can. Integrating advanced artificial intelligence into your Marketing, Sales, and CS teams now will exponentially increase the capacity of your existing workforce, create continuity regardless of turnover, and give employees more time to focus on strategic priorities.

*The average Conversica AI Assistant adds about **30 hours of capacity a day** to their team.*

### HOT TIP

*That's nearly 4 FTE worth of revenue-driving conversations—with no upper limit to the amount your Assistant can handle!*

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## Lighten the load for your employees

Burnout has been on the rise through the pandemic, and economic anxiety definitely isn't going to help. You can't hire a human assistant for every employee, but you can give them AI Assistants. Automating parts of your team's workload like event follow-up, lead qualification, or QBR scheduling allows them to focus on meaningful work that adds to their job satisfaction without letting important tasks fall through the cracks.

***89% of executives** at revenue growth leading companies agree that better employee experience leads directly to better customer experience, which fuels revenue increases.<sup>1</sup>*

### HOT TIP

*A Conversica AI Assistant can take on more repetitive, but still necessary, tasks so their human coworkers have more space to do the parts of their job they like best.*

# Improve the Customer Experience

Economic uncertainty can dry up the pipeline and make existing customers less likely to expand or even renew their contract. You need to create a top-to-bottom experience that cuts through the FUD and turns conversations into dollars.

From first touch to advocacy, every interaction needs to be optimized so you don't miss out. Here's how to get it done—even if your team's capacity is reduced.

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## Conversations are \$\$\$, so don't leave any on the table

Every missed conversation is a potential sale, expansion, or renewal falling through the cracks. Now is the time to make sure you have 100% coverage of your leads, prospects, and customers. With stress running high, teams overburdened, and potential reductions in headcount, you can't rely on humans to touch every contact. Deploying technology that gives you unlimited capacity to engage with your contacts will make sure you're not missing out on opportunities you can't afford to lose.

### **THE CONVERSATION GAP:**

$$\begin{aligned} & \text{Total Volume of Potential Revenue-Influencing Conversations} \\ & - \text{Your Team's Existing Capacity for Conversations} \\ & = \text{Your Conversation Gap} \end{aligned}$$

### **HOT TIP**

*Conversica AI Assistants have unlimited conversational capacity so you can close your gap and engage all your leads and customers in two-way, humanlike dialog.*

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## Focus on top-tier customer experience to stand out—or be prepared to lose

When capacity's an issue, it's tempting to offload lower-priority accounts to tech-touch engagement programs. But with budgets shrinking, you need to go the extra mile to attract, acquire, and grow all your prospects and customers. More than ever, winning and keeping customers requires you to make it clear you know them and their business. Upgrading from standard, one-way message automation to tech that offers hyper-personalized, back-and-forth conversations gives your buyers the experience they expect without adding employees to the roster.

*Businesses at the front of the digital transformation curve are **2x as likely** to invest in conversational technologies to boost their customer experience.<sup>2</sup>*

### HOT TIP

*Companies entering the next downturn without digital assistants on their team will be at a pretty hefty disadvantage when it comes to engaging with buyers.*

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## Keep the whole journey in mind

We all know a customer in the hand is worth 10 in the funnel (is that the saying?). Resources for your revenue teams should bring value to every point in the customer lifecycle to keep contacts moving seamlessly from each step to the next. You're not only getting more bang for your buck with tools and technology built for your full funnel, you're also building a more effective and efficient lead-to-advocacy journey.

***83% of customers** say they're more loyal to companies that provide consistency across departments.*

*But **60%** say it generally feels like they're communicating with separate departments, not one company.<sup>3</sup>*

### HOT TIP

*Conversica AI Assistants can help you stand out from your competitors with consistent experiences throughout the buyers' journey, from lead to onboarding to advocacy.*

# Up Your Game Post-Sale

We all know new customer acquisition is way more expensive than keeping and growing existing customers, but the difference becomes even more lopsided in a recession. Net retention is the new top dog in revenue KPIs—you gotta keep and grow your current accounts to have any hope of growing revenue overall.

Build some more infrastructure to support new and existing customers so you can stay ahead of churn and expand contracts, downturn or no.

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## Customer onboarding has never been more important

You simply can't afford to give your new customers a less-than-stellar experience on the other side of a sale. Invest in your customer onboarding program now to make sure every deal sticks or you could be looking at a steep cliff come renewal time—when the market might be in much worse shape. An AI Assistant can autonomously keep new users on track with the onboarding process and monitor their product adoption so your customers get the most value from your offering.

*88% of Customer Success orgs say product usage is their #1 indicator of churn.<sup>4</sup>*

### HOT TIP

*Conversica AI Assistants autonomously follow up on low usage, onboarding procedures, and product updates to make sure your customers get the most out of their purchase.*



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## Don't wait until renewal time to check in with your customers

Unexpected churn can really cut your growth efforts off at the knees. And when everyone is trying to rightsize their budgets, your product is really under a microscope. More than ever, you need to proactively connect with all your customers to keep tabs on usage, identify issues before they become problems, and maintain those all-important personal relationships. More conversations = greater retention and expansion, and a better overall customer experience.

**80% of businesses** say they're likely to end a relationship with a company after a poor experience.<sup>2</sup>

### HOT TIP

*Conversica AI Assistants maintain personalized connections with your entire customer base so you can stay consistent with your accounts, address issues before they become real problems, and deliver the experience today's buyers expect.*

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## Let your customers work for you

Customer advocates are some of your most effective salespeople, but developing those contacts and jumping on opportunities to gather testimonials and reviews can be time-consuming. By automating the process of reaching out to contacts with high NPS scores and developing them into effective advocates, you can essentially create a free marketing channel that speaks to leads and other existing customers alike. Digital assistants can handle the job of collecting feedback, picking out the top promoters, and requesting referrals and online reviews from your best accounts.

**Conversion rate increased 380%** when reviews were displayed for a higher-priced product.<sup>5</sup>

### HOT TIP

*A Conversica AI Assistant can automatically find more case studies and online reviews for you. One of our in-house AI Assistants Kate sources 55% of Conversica's online reviews from our customers!*

# Conversica AI Assistants Deliver Revenue, No Matter What

It's time to get off the market roller coaster. If you want to get ahead of the next recession—whenever it ends up happening—you need to transform your revenue teams now.

Conversica's AI-powered Conversation Automation solution delivers more than 10x ROI by driving customers to the next stage in the buyer journey through hyper-personalized, two-way conversations, at scale. The result? Customers get the attention they crave and your business wins.

Marketing sees higher engagement rates, faster time to value, and higher quality pipeline. Sales spends less time chasing down leads and more time fostering relationships with prospects. And Customer Success spends less time chasing customer meetings, and more time problem solving and driving healthy product usage for their customers.

By intelligently automating repetitive (but important!) tasks, employees can focus on high-value work that drives revenue and delights customers. It's a big win for everybody involved.

With market cycles moving faster than ever, you need to put your investment where it can do the most good. Adding Conversational AI to your customer-facing teams eases workloads, boosts efficiency, and makes positive gains to your revenue streams.



## End Notes

1. [“The Experience Equation: How Happy Employees and Customers Accelerate Growth,”](#) Forbes Insights
2. [“Voice of the Enterprise: Customer Experience & Commerce, Digital Maturity 2021,”](#) 451 Research
3. [“State of the Connected Customer 2022,”](#) Salesforce
4. [“Customer Success Index 2022,”](#) Gainsight
5. [“How Online Reviews Influence Sales,”](#) Northwestern University Medill Spiegel Research Center

# About Conversica

Conversica’s AI-powered Digital Assistants supercharge revenue teams for growth. They enable Marketing, Sales, and Customer Success teams to acquire untapped revenue through perfectly structured conversations. With billions of human interactions spanning more than a decade, Conversica’s AI Assistants have learned to influence and persuade customers and prospects throughout the customer journey lifecycle.

Unlike chatbots, Conversica’s Digital Assistants are powerfully human and can hold meaningful conversations at every touchpoint. They fuel the conversations that create brand loyalty and maximize every revenue opportunity, even the ones you don’t see. They know how to say just the right thing at just the right time to help grow revenue, improve customer experience, reduce costs, increase operational efficiencies, and build brand awareness. Conversica’s Conversation Automation platform is used by leaders nationwide to get the conversation going and build the workforce of the future, today.

To learn more, visit [conversica.com](https://conversica.com) and follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

